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Art Unit 3693
Examiner Name
Attorney Docket Number
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18477-000510US

? show files;ds;t s5/3,k/1-35

File 15:ABI/Inform(R) 1971-2006/Dec 18
(c) 2006 ProQuest Info&Learning
File 9:Business & Industry(R) Jul/1994-2006/Dec 15
(c) 2006 The Gale Group
File 810:Business Wire 1986-1999/Feb 28
(c) 1999 Business Wire
File 275:Gale Group Computer DB(TM) 1983-2006/Dec 15
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File 476:Financial Times Fulltext 1982-2006/Dec 19
(c) 2006 Financial Times Ltd
File 610:Business Wire 1999-2006/Dec 18
(c) 2006 Business Wire.
File 624:McGraw-Hill Publications 1985-2006/Dec 18
(c) 2006 McGraw-Hill Co. Inc
File 636:Gale Group Newsletter DB(TM) 1987-2006/Dec 15
(c) 2006 The Gale Group
File 621:Gale Group New Prod. Annou.(R) 1985-2006/Dec 13
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File 613:PR Newswire 1999-2006/Dec 18
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File 813:PR Newswire 1987-1999/Apr 30
(c) 1999 PR Newswire Association Inc
File 16:Gale Group PROMT(R) 1990-2006/Dec 15
(c) 2006 The Gale Group
File 160:Gale Group PROMT(R) 1972-1989
(c) 1999 The Gale Group
File 634:San Jose Mercury Jun 1985-2006/Dec 15
(c) 2006 San Jose Mercury News
File 148:Gale Group Trade & Industry DB 1976-2006/Dec 14
(c)2006 The Gale Group
File 20:Dialog Global Reporter 1997-2006/Dec 18
(c) 2006 Dialog
File 35:Dissertation Abs Online 1861-2006/Nov
(c) 2006 ProQuest Info&Learning
File 583:Gale Group Globalbase(TM) 1986-2002/Dec 13

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 File 65:Inside Conferences 1993-2006/Dec 15
 (c) 2006 BLDSC all rts. reserv.
 File 2:INSPEC 1898-2006/Dec W2
 (c) 2006 Institution of Electrical Engineers
 File 474:New York Times Abs 1969-2006/Dec 17
 (c) 2006 The New York Times
 File 475:Wall Street Journal Abs 1973-2006/Dec 16
 (c) 2006 The New York Times
 File 99:Wilson Appl. Sci & Tech Abs 1983-2006/Nov
 (c) 2006 The HW Wilson Co.
 File 348:EUROPEAN PATENTS 1978-2006/ 200650
 (c) 2006 European Patent Office
 File 349:PCT FULLTEXT 1979-2006/UB=20061214UT=20061207
 (c) 2006 WIPO/Thomson
 File 347:JAPIO Dec 1976-2006/Aug(Updated 061130)
 (c) 2006 JPO & JAPIO

Set	Items	Description
S1	23823	(INCENTIVE OR COUPON OR PROMOTION OR (SPECIAL (1W) OFFER) - OR DISCOUNT) (10N) (EXTEND??? ? OR PROLONG??? ?)
S2	33910	(ACKNOWLEDG??? OR RESPON???? ?) (10N) (INCENTIVE OR COUPON OR PROMOTION OR (SPECIAL (1W) OFFER) OR DISCOUNT)
S3	283	S1 (S) S2
S4	208	RD S3 (unique items)
S5	35	S4 AND PD<19990430

5/3,K/1 (Item 1 from file: 15)
 DIALOG(R)File 15:ABI/Inform(R)
 (c) 2006 ProQuest Info&Learning. All rts. reserv.

00655145 93-04366
 Trustees' Role on the "High Wire" of Executive Compensation: Hay Survey
 Williams, James B.; Bjork, David; Lampert, Joan
 Trustee v45n12 PP: 8-11, 20 Dec 1992
 ISSN: 0041-3674 JRNL CODE: TST
 WORD COUNT: 2804

...TEXT: performing hospitals is most pronounced for the CEO and top patient care positions, although it extends to most other executives as well.

MISSION INCENTIVE GOALS. More than half the responding hospitals have one or more incentive/bonus plans. Many plans have

separate purposes and are intended for a particular group of...
921200

5/3,K/2 (Item 2 from file: 15)
DIALOG(R)File 15:ABI/Inform(R)
(c) 2006 ProQuest Info&Learning. All rts. reserv.

00625460 92-40562
Dancing for Dollars
Brewer, Geoffrey
Incentive v166n7 PP: 49-51 Jul 1992
ISSN: 1042-5195 JRNL CODE: IMK
WORD COUNT: 894

...TEXT: and used it for their Halloween and Christmas displays. It was because of this enthusiastic response that we decided to extend this year's promotion through Labor Day."

A CHATTY CAN

Here's how the current "Coors Light Talk of...
920700

5/3,K/3 (Item 3 from file: 15)
DIALOG(R)File 15:ABI/Inform(R)
(c) 2006 ProQuest Info&Learning. All rts. reserv.

00445344 89-17131
Sales Promotion 1989: British Invasion Settles In for Long Run
Fahey, Alison
Advertising Age v60n19 PP: S8, S10 May 1, 1989
ISSN: 0001-8899 JRNL CODE: ADA

ABSTRACT: UK sales promotion giants are extending their reach into the US to an unprecedented degree. Advertising Age interviewed 2 UK industry...

...of KLP Group PLC, believes there is a key role in the future for a response communications agency that combines the skills of sales promotion with the discipline of direct marketing, both contained within a single agency. Postlethwaite said that...
890501

5/3,K/4 (Item 1 from file: 9)
DIALOG(R)File 9:Business & Industry(R)
(c) 2006 The Gale Group. All rts. reserv.

01506233 Supplier Number: 24200779 (USE FORMAT 7 OR 9 FOR FULLTEXT)
Fox Lorber Extends Phone Promotion to Rental Titles
(Fox Lorber Home Video to package its 2nd-qtr rental titles with an offer
for a free \$5 phone card)
Video Store, v 20, n 11, p 6
March 15, 1998
DOCUMENT TYPE: Journal ISSN: 0195-1750 (United States)
LANGUAGE: English RECORD TYPE: Fulltext
WORD COUNT: 287

(USE FORMAT 7 OR 9 FOR FULLTEXT)

TEXT:
...depth programs require.

"They just have to buy," Olivieri says, adding that based on retailer
response to the promotion, it may be extended.

Since September 1997, Fox Lorber has been offering free phone cards to
consumers who buy...

5/3,K/5 (Item 2 from file: 9)
DIALOG(R)File 9:Business & Industry(R)
(c) 2006 The Gale Group. All rts. reserv.

01175267 Supplier Number: 23774569 (USE FORMAT 7 OR 9 FOR FULLTEXT)
BT loses High Court case against AT&T
(British Telecom loses its suit to stop AT&T's comparative marketing
efforts against BT in the UK)
CommunicationsWeek International, n 177, p 2
January 20, 1997
DOCUMENT TYPE: Journal ISSN: 1042-6086 (United Kingdom)
LANGUAGE: English RECORD TYPE: Fulltext
WORD COUNT: 370

(USE FORMAT 7 OR 9 FOR FULLTEXT)

TEXT:
...cut standard charges by 25% by switching to their local cable telephony
provider.

BT has extended its Friends and Family domestic discount scheme in response.

AT&T's promotion claimed that subscribers could save "up to 40%" on the cost of national and international...

5/3,K/6 (Item 3 from file: 9)
DIALOG(R)File 9:Business & Industry(R)
(c) 2006 The Gale Group. All rts. reserv.

01087907 Supplier Number: 23672029 (USE FORMAT 7 OR 9 FOR FULLTEXT)
Warner Coupon Offer: Buy Rivals' Video
(Warner Home Video offers consumers discounts on purchases of videos from competing studios if Warner titles are purchased)
Supermarket News, v 46, n 42, p 80
October 14, 1996
DOCUMENT TYPE: Journal ISSN: 0039-5803 (United States)
LANGUAGE: English RECORD TYPE: Fulltext
WORD COUNT: 865

(USE FORMAT 7 OR 9 FOR FULLTEXT)

TEXT:

...zero from its suggested retail price of \$22.96

Based on enthusiastic retailer and consumer response, Warner decided to extend the promotion to the other video titles. "We got phenomenal response to it," said Pawlak.

"It encouraged the consumer to: one, buy more Tropicana Twister; two...

5/3,K/7 (Item 4 from file: 9)
DIALOG(R)File 9:Business & Industry(R)
(c) 2006 The Gale Group. All rts. reserv.

00762510 Supplier Number: 23305428 (USE FORMAT 7 OR 9 FOR FULLTEXT)
Radical Moves
(Radisson Seven Seas' new promotion for Caribbean/Panama Canal luxury cruises includes 50% discount for second passenger)
Travel Agent, v 277, n 2, p 42
September 25, 1995
DOCUMENT TYPE: Journal ISSN: 1053-9360 (United States)
LANGUAGE: English RECORD TYPE: Fulltext
WORD COUNT: 645

(USE FORMAT 7 OR 9 FOR FULLTEXT)

TEXT:

...other luxury cruise suppliers have offered aggressive pricing programs this year. Crystal Cruises, citing strong response to its fall 1995 "Perfect Harmony" promotion, is extending the discounted fares to its 10- and 11-day cruises between San Juan or Fort...

5/3,K/8 (Item 1 from file: 810)
DIALOG(R)File 810:Business Wire
(c) 1999 Business Wire . All rts. reserv.

0210905 BW625

RED ROOF INNS: Red Roof Inns extends cash back promotion

January 29, 1991

Byline: Business Editors & Travel Writers

...are up significantly
over this same period last year. With the economy slowing, we are
extending this promotion in response to our customers' current needs
for additional travel cost savings."
At checkout, Red Roof Inns...

5/3,K/9 (Item 1 from file: 476)
DIALOG(R)File 476:Financial Times Fulltext
(c) 2006 Financial Times Ltd. All rts. reserv.

0001500346 B0CDPCKAFKFT

Companies and Markets: London Stock Exchange - Markets resume advance with
tempo quickening late Gilts up Pounds 1 1/2 and equity index rises 11.2
to 568.9

Financial Times, P 26

Wednesday, January 27, 1982

DOCUMENT TYPE: NEWSPAPER LANGUAGE: ENGLISH RECORD TYPE:
FULLTEXT

Word Count: 401

...and cautious monetary policy; he also said the Board had no plans for
raising the Discount rate. Sterling responded late and

longer-dated Gilts extended gains of 3/4 to as much as 1 1/2 points late in the...

5/3,K/10 (Item 1 from file: 624)
DIALOG(R)File 624:McGraw-Hill Publications
(c) 2006 McGraw-Hill Co. Inc. All rts. reserv.

0290710
DAVIS: REJECTED NES OPTIONS MAY REAPPEAR
Lira Behrens
Inside Energy With Federal Lands, Pg 1
March 18, 1991
JOURNAL CODE: IE
ISSN: 0-278-2227
WORD COUNT: 771

TEXT:

...input incentive, let's take it over to the output side." Of the proposal to extend the investment incentive for another year, he said, "We've whittled ourselves down to this point and we...

... of capital." He also questioned the exclusion of wind and biomass technologies from the investment incentive and acknowledged that there was a mistake in the final version of the NES on that issue...

5/3,K/11 (Item 2 from file: 624)
DIALOG(R)File 624:McGraw-Hill Publications
(c) 2006 McGraw-Hill Co. Inc. All rts. reserv.

0278026
New Round Of Deep Discount Fares: Bold Move Or Desperation?
Aviation Daily, Vol. 303, No. 28, Pg 259
February 8, 1991
JOURNAL CODE: AD
ISSN: 0193-4597
WORD COUNT: 611

TEXT:

... can be bought through Feb. 13 for travel through May 23. Northwest said yesterday that response to its promotion is already strong. Other competitors announced their own variations of the sale yesterday, with most...

... the America West offer in competing markets. Analysts say a worrying sign is TWA's response. The carrier extended ticketing for its 50% promotion an extra day.

5/3,K/12 (Item 1 from file: 636)
DIALOG(R)File 636:Gale Group Newsletter DB(TM)
(c) 2006 The Gale Group. All rts. reserv.

01400671 Supplier Number: 41801632 (USE FORMAT 7 FOR FULLTEXT)
NEW FOR IBM: Fax Software For Windows 01/17/91
Newsbytes, pN/A
Jan 17, 1991
Language: English Record Type: Fulltext
Document Type: Newswire; General Trade
Word Count: 231

... 1, the price of PerForm 2.1 is reduced to US\$149. Zancowicz said the promotion is initially scheduled for six months, but might be extended. Response has been good so far, he said.

(Grant Buckler/19910115/Press Contact: Josef Zancowicz, Delrina...
19910117

5/3,K/13 (Item 2 from file: 636)
DIALOG(R)File 636:Gale Group Newsletter DB(TM)
(c) 2006 The Gale Group. All rts. reserv.

01161177 Supplier Number: 40991633 (USE FORMAT 7 FOR FULLTEXT)
MCI DEMANDS HALT TO AT&T'S SPECIAL DISCOUNTS TO '800'
AGGREGATORS
The Report on AT&T, v7, n41, pN/A
Oct 23, 1989
Language: English Record Type: Fulltext
Document Type: Newsletter; Trade
Word Count: 576

... to 23 percent.

The plans are scheduled to become effective Nov. 12.

AT&T also extended its Advanced 800 service promotion from Oct. 17 to Dec. 31 "in response to customer demand." Under the plan, AT&T waives a service ordering charge of \$99...

...exchange or group of exchanges selected by the customer for routing.

In addition, AT&T extended the closing date of its 800

Service-Domestic promotion from Oct. 19 to Dec. 31, again "in response to customer demand." Once more AT&T waives ordering and network setup charges.

And AT...

19891023

5/3,K/14 (Item 3 from file: 636)

DIALOG(R)File 636:Gale Group Newsletter DB(TM)

(c) 2006 The Gale Group. All rts. reserv.

01088187 Supplier Number: 40723675 (USE FORMAT 7 FOR FULLTEXT)
AT&T LAUNCHES MULTI-PHASED PRICE CUT DRIVE FOR LONG DISTANCE SERVICES

The Report on AT&T, v7, n11, pN/A

March 20, 1989

Language: English Record Type: Fulltext

Document Type: Newsletter; Trade

Word Count: 937

... Extension Of Pro WATS Promo

In addition, AT&T asked the FCC for permission to extend its Pro WATS No-Risk Promotion plan for an extra month, through April 15, saying the plan so far has "produced a good customer response."

The company also proposed a new promotion program for Reach Out America, cutting the \$10 service order charge in half between May...

19890320

5/3,K/15 (Item 1 from file: 813)

DIALOG(R)File 813:PR Newswire

(c) 1999 PR Newswire Association Inc. All rts. reserv.

0127902

DE014

FORD INCREASES REBATES ON SELECTED 1988 AND 1989 CARS

DATE: December 9, 1988 14:49 E.T. WORD COUNT: 394

...Company (NYSE: F)

today increased the cash allowances on selected 1988 and 1989 cars and extended the expiration dates of these and other buyer-incentive programs into the new year.

"The increases are in response to the additional incentives announced by our competitors earlier this week," said Robert L.

Rewey...

5/3,K/16 (Item 1 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
(c) 2006 The Gale Group. All rts. reserv.

03785817 Supplier Number: 45388331
Mini cosmetics come to the market
Economic Daily News, p14
March 8, 1995
Language: English Record Type: Abstract
Document Type: Magazine/Journal; Trade

ABSTRACT:

...000. The mini products are very popular especially among young graduates. Shiseido is considering to extend the promotion period because of the good response on the market. Gao Si launched a promotion of its mini whitening face cream (17 grams) on January 16 this year, at Y5...
19950308

5/3,K/17 (Item 2 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
(c) 2006 The Gale Group. All rts. reserv.

03773873 Supplier Number: 45365932 (USE FORMAT 7 FOR FULLTEXT)
OBSERVATIONS: ROLE-RELAXED CONSUMERS: A TREND OF THE NINETIES
Journal of Advertising Research, p66
March, 1995
Language: English Record Type: Fulltext
Document Type: Magazine/Journal; Professional
Word Count: 2694

... in Figure 1.

Coupon proneness (Lichtenstein, Netemeyer, and Burton, 1990) is an increased propensity to respond to a purchase offer because the coupon form of the purchase offer positively affects purchase evaluations. Role-relaxed consumers do use coupons...

...proneness refers only to one specific type of behavior. Role-relaxed consumption has more implications, extending to an entire lifestyle, whereas coupon proneness has thus far been limited exclusively to consumer behavior.

Materialistic consumers (Moschis and Churchill...

19950301

5/3,K/18 (Item 3 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
(c) 2006 The Gale Group. All rts. reserv.

03676753 Supplier Number: 45197495 (USE FORMAT 7 FOR FULLTEXT)
One small step for pharmacy ...
Chemist & Druggist, p940
Dec 10, 1994
Language: English Record Type: Fulltext
Document Type: Magazine/Journal; Professional Trade
Word Count: 1208

... to help them analyse the results of screening.'

Both pharmacies have areas devoted to health promotion leaflets and there are plans to extend the Langside area into a video lending library from January. This was in response to Greater Glasgow Health Board's health promotion department's search for suitable outlets for its range of videos.

At the moment, Langside...

19941210

5/3,K/19 (Item 4 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
(c) 2006 The Gale Group. All rts. reserv.

02721338 Supplier Number: 43638704 (USE FORMAT 7 FOR FULLTEXT)
Delta, USAir Lower Fares On Northeast Shuttles: Weekend, Children's Rates
Drop As Carriers Compete For Business
Tour & Travel News, p18
Feb 8, 1993
Language: English Record Type: Fulltext
Document Type: Magazine/Journal; Trade
Word Count: 437

... an analyst with Avmark Inc., an airline consulting firm in Arlington, Va. Delta had to respond by extending the discount to the public to maintain marketshare, he explained.

GETTING 'CARRIED AWAY'?

Analysts find the fare...

19930208

5/3,K/20 (Item 5 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
(c) 2006 The Gale Group. All rts. reserv.

02391437 Supplier Number: 43144136 (USE FORMAT 7 FOR FULLTEXT)
White Paper sets ambitious targets
Chemist & Druggist, p52
July 11, 1992
Language: English Record Type: Fulltext
Document Type: Magazine/Journal; Professional Trade
Word Count: 523

... targets. It added that the role of the pharmacist is in the process of being extended to include an even greater emphasis on health promotion and disease prevention. The fact that the White Paper acknowledges the recent changes in pharmacy education reflect were welcomed.

19920711

5/3,K/21 (Item 6 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
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02358188 Supplier Number: 43093823 (USE FORMAT 7 FOR FULLTEXT)
Red Lion Extends Discounts On California Properties
Tour & Travel News, v0, n0, p20
June 22, 1992
Language: English Record Type: Fulltext
Document Type: Magazine/Journal; Trade
Word Count: 303

(USE FORMAT 7 FOR FULLTEXT)
TEXT:
VANCOUVER, Wash. - Red Lion Hotels & Inns has extended a discount program for its California properties in response to increased reservations activity coming on the heels of the recent round of airline fare...
19920622

5/3,K/22 (Item 7 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
(c) 2006 The Gale Group. All rts. reserv.

01646126 Supplier Number: 42036827 (USE FORMAT 7 FOR FULLTEXT)

2 Tour Operators Extend Discounts
Tour & Travel News, p42
April 29, 1991
Language: English Record Type: Fulltext
Document Type: Magazine/Journal; Trade
Word Count: 289

(USE FORMAT 7 FOR FULLTEXT)

TEXT:

...Two wholesalers operating tours to the Soviet Union -- General Tours and ITS Tours & Travel -- have extended \$200 discount promotions until May 31 as a result of the response from travel agents and consumers to the original promotions.
19910429

5/3,K/23 (Item 8 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
(c) 2006 The Gale Group. All rts. reserv.

01545121 Supplier Number: 41887642 (USE FORMAT 7 FOR FULLTEXT)
Caribbean Islands Stimulate Market With Ads, Promos
Tour & Travel News, v00, n00, p41
Feb 25, 1991
Language: English Record Type: Fulltext Abstract
Document Type: Magazine/Journal; Trade
Word Count: 1165

... U.S."

The Virgin Islands hotels have also launched a number of value-added and discount promotions, in response to the war as well as the recession. St. Croix hoteliers have extended their "Five Will Get You Seven" promotion throughout 1991.

St. Thomas and St. John hoteliers also have launched a "Values in Paradise..."
19910225

5/3,K/24 (Item 9 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
(c) 2006 The Gale Group. All rts. reserv.

01287358 Supplier Number: 41503846 (USE FORMAT 7 FOR FULLTEXT)
Toastmaster, Sara Lee: Let them heat cake
HFD-The Weekly Home Furnishings Newspaper, v0, n0, p65
August 20, 1990

Language: English Record Type: Fulltext
Document Type: Magazine/Journal; Trade
Word Count: 137

... with the Toaster's Choice wide-slot toaster. "We were both very happy with the (response) we got from that promotion, so much so that it has been extended through 1991."

This month, Toastmaster will begin production of the toaster-ovens and toaster-oven...
19900820

5/3,K/25 (Item 10 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
(c) 2006 The Gale Group. All rts. reserv.

01151063 Supplier Number: 41307395 (USE FORMAT 7 FOR FULLTEXT)
CBS SPORTS PROMO SCORES ON MALL CIRCUIT: DREAM SEASON TOUR
BOOSTS SHOPPING

CENTER TRAFFIC BY NEARLY 20%
Chain Store Age Executive with Shopping Center Age, p86
May, 1990

Language: English Record Type: Fulltext
Document Type: Magazine/Journal; Trade
Word Count: 903

... tour, with an average of about 100,000 per weekend. The network, gratified with customer response, is considering extending the promotion.

"The traffic has been outstanding," says Mike Nowacki, vp-sports promotion, CBS. "It is turning...
19900501

5/3,K/26 (Item 1 from file: 20)
DIALOG(R)File 20:Dialog Global Reporter
(c) 2006 Dialog. All rts. reserv.

04998706 (USE FORMAT 7 OR 9 FOR FULLTEXT)

More EON Motoria autofairs to be held
NEW STRAITS TIMES (MALAYSIA), p18
April 17, 1999

JOURNAL CODE: FNST LANGUAGE: English RECORD TYPE: FULLTEXT
WORD COUNT: 182

... refurbish Proton buyers at EON Motoria Sdn Bhd's autofairs has

prompted the company to extend the promotion campaign.

The company said in a statement the autofairs would again be held from today...

19990417

5/3,K/27 (Item 2 from file: 20)

DIALOG(R)File 20:Dialog Global Reporter

(c) 2006 Dialog. All rts. reserv.

03429115 (USE FORMAT 7 OR 9 FOR FULLTEXT)

India: Cement, steel by rail to cost less

BUSINESS LINE

November 13, 1998

JOURNAL CODE: FBLN LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 372

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... of discount on incremental cement and steel freight offered to the Railways. Based on the response, the Railways plans to extend the "discount" scheme to other commodities as well. The earnings per net tonne kilometre for cement and...

19981113

5/3,K/28 (Item 3 from file: 20)

DIALOG(R)File 20:Dialog Global Reporter

(c) 2006 Dialog. All rts. reserv.

03357459 (USE FORMAT 7 OR 9 FOR FULLTEXT)

Awana expects dream holidays to sell well

Ishun P. Ahmad

BUSINESS TIMES (MALAYSIA)

November 06, 1998

JOURNAL CODE: FBTM LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 419

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... bulk of which is expected to be taken up by locals.

And depending on the response, he did not rule out the possibility of extending the promotion.

Meanwhile, its earlier effort to host a group of leading travel and

tour operators from...

19981106

5/3,K/29 (Item 4 from file: 20)
DIALOG(R)File 20:Dialog Global Reporter
(c) 2006 Dialog. All rts. reserv.

03012938 (USE FORMAT 7 OR 9 FOR FULLTEXT)
MARKETING: Bid to increase pager sales through convenience stores:
Customers can activate the units themselves
BANGKOK POST, p03
October 06, 1998
JOURNAL CODE: FBKP LANGUAGE: English RECORD TYPE: FULLTEXT
WORD COUNT: 324

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... to sell 500 packages, mainly to teenagers or young people entering the job market. If response is good, the promotion could be extended.

"The company does not expect to increase pager sales volume with the package. Rather, we...

19981006

5/3,K/30 (Item 1 from file: 583)
DIALOG(R)File 583:Gale Group Globalbase(TM)
(c) 2002 The Gale Group. All rts. reserv.

01740295
NORWICH UNION EXTENDS SMOKE DETECTOR DISCOUNT OFFER
UK - NORWICH UNION EXTENDS SMOKE DETECTOR DISCOUNT OFFER
Money Week (MYW) 1 March 1988 p18

Norwich Union has extended its discount offer on smoke detectors to all policyholders, due to a response of more than 1k applications for detectors within the first few weeks of the offer.

5/3,K/31 (Item 1 from file: 348)
DIALOG(R)File 348:EUROPEAN PATENTS
(c) 2006 European Patent Office. All rts. reserv.

00952996

METHOD AND APPARATUS FOR COUPON MANAGEMENT AND REDEMPTION
VERFAHREN UND VORRICHTUNG ZUR GUTSCHEIN- UND
RUCKZAHLUNGSVERWALTUNG

PROCEDE ET APPAREIL DE GESTION ET D'ECHANGE DE COUPONS

PATENT ASSIGNEE:

Fajkowski, Peter W., (2540740), 1748 17th Street, Santa Monica, CA 90404,
(US), (Proprietor designated states: all)

INVENTOR:

Fajkowski, Peter W., 1748 17th Street, Santa Monica, CA 90404, (US)

LEGAL REPRESENTATIVE:

MacGregor, Gordon (33391), Eric Potter Clarkson, Park View House, 58
The Ropewalk, Nottingham NG1 5DD, (GB)

PATENT (CC, No, Kind, Date): EP 948767 A1 991013 (Basic)

EP 948767 B1 050824

WO 1998019229 980507

APPLICATION (CC, No, Date): EP 97911913 971027; WO 97US19246 971027

PRIORITY (CC, No, Date): US 741976 961031

DESIGNATED STATES: AT; BE; CH; DE; DK; ES; FI; FR; GB; GR; IE; IT; LI; NL;
PT; SE

INTERNATIONAL PATENT CLASS (V7): G06F-007/20; G06F-017/60

ABSTRACT WORD COUNT: 23143

NOTE:

No A-document published by EPO

LANGUAGE (Publication,Procedural,Application): English; English; English

FULLTEXT AVAILABILITY:

Available Text	Language	Update	Word Count
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CLAIMS B	(English)	200534	2236
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CLAIMS B	(German)	200534	2227
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CLAIMS B	(French)	200534	2837
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SPEC B	(English)	200534	19312
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Total word count - document A	0
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Total word count - document B	26612
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Total word count - documents A + B	26612
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...SPECIFICATION allow it to read conventional bar code systems found on
most coupons including Series 5, extended suffix, UCC/EAN 128
bar codes and

D3 coupon bar codes where applicable.

In a preferred embodiment, periphery device 100 will appear as seen...

...responsive transistor 146 may receive signals from coupon card light
emitting diode 20, and that coupon card 1's light responsive
transistor 21 may receive signals from periphery device 100's light
emitting diode 145. Any conventional seating mechanism, such as...

5/3,K/32 (Item 2 from file: 348)
DIALOG(R)File 348:EUROPEAN PATENTS
(c) 2006 European Patent Office. All rts. reserv.

00650264

GENERATION OF ENLARGED PARTICIPATORY BROADCAST AUDIENCE
ERHOHUNG DER ANZAHL TEILNEHMENDER ZUHORER BEI
RUNDFUNKUBERTRAGUNGEN
OBTENTION D'UNE AUDIENCE PARTICIPATIVE ELARGIE EN MATIERE DE
RADIODIFFUSION

PATENT ASSIGNEE:

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(US), (Proprietor designated states: all)

INVENTOR:

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PATENT (CC, No, Kind, Date): EP 686334 A1 951213 (Basic)

EP 686334 B1 030502

WO 94019906 940901

APPLICATION (CC, No, Date): EP 94908036 940214; WO 94US1535 940214

PRIORITY (CC, No, Date): US 25397 930225

DESIGNATED STATES: GB

INTERNATIONAL PATENT CLASS (V7): H04H-009/00; H04N-007/08

NOTE:

No A-document published by EPO

LANGUAGE (Publication,Procedural,Application): English; English; English

FULLTEXT AVAILABILITY:

Available Text	Language	Update	Word Count
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CLAIMS B	(English)	200318	2380
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CLAIMS B	(German)	200318	2281
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CLAIMS B	(French)	200318	2768
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SPEC B	(English)	200318	72351
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Total word count - document A	0
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Total word count - document B	79780
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Total word count - documents A + B	79780
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...SPECIFICATION a product area of interest and, subsequently, receive an award in the form of a coupon allowing him to purchase a product in the area of interest. This greatly increases a...by the dispenser. For example, the matrices may be a paper tape comprised of 100 coupon sections, which tape is fed into the printer of the response unit, and a verification card having 100 spaces or boxes. The coupons and the

card...later time zone, who themselves did not think of the correct answer, with an appropriate response. Awarding such viewer a 10 percent discount is similar to making 10 percent discount coupons available through newspapers and magazines.

A more...has been noted hereinabove, such a data entry form or questionnaire, is useful for providing responses by respondents in situations such as contests, educational and advertising promotional or research activities. An example of such a questionnaire 126 is shown in Fig. 5...

...at another location, such as the facilities of an advertiser or a company providing the promotional activities. The response may include a narrative text, in which case the comparator 116 may be employed to...to a successful bettor a token of a winning bet, such token being a printed coupon or magnetized card. The response unit also scores a winning prediction in accordance with an applicable difficulty level.

Payments computed...a televised program plus answering instructions, scoring criteria and a message to appear upon a coupon to a remote station wherein the response unit 210 operates with the answering instructions, the scoring criteria and the coupon message upon...

...the appropriate regions in each of the memories 330, 332, and 334, so that the response unit 210 can then function in accordance with the coupon message, the response criteria and the scoring criteria of the selected area of interest. The response unit 210...advertising data and redemption instructions as well as verification material to be placed on the coupon awarded to the successful respondent shopper. This enhances the merchandising capabilities of this method of the invention wherein the respondent...They include data conveying the allowed period of time and mode for scoring an acceptable response, i.e. for assigning a calculated value to the prize coupon dispensed to a successful contestant. The response criteria are received at remote locations and may be modified or reformatted by a conductor...

...only by viewers who have earned a prize through skill and have qualified for a discount applicable to a selected product.

A response entered by a member and stored, if necessary, is compared by comparison means with the ...induce TV-viewers to redeem coupons will not be described. The instructional signals directing the response units at viewers' locations to generate a token, such a coupon, direct the coupon generator or printer to generate and dispense to one successful contestant more than one coupon at a time. Multiple coupons may be awarded for superior responses. For example, a total prize may be awarded in the form of three coupons

redeemable...

...at a high difficulty level or for an exceptionally comprehensive answer.

If more than one coupon is awarded for one response, the two or more coupons may have different values, redemption dates or places of redemption...at the response unit, and then enters a response at block 842. Upon a successful responding, the respondent shopper receives at block 844 a coupon from the response unit. The coupon provides a discount for selected products, and may carry advertising. At block 846, the shopper transmits the coupon...desired for purchase and, upon such items being put on sale, the printer of the respondent's response unit prints out coupons conveying a discount on the items without additional commands by respondent. Such discount coupons may be printed even during an absence of the respondent, and will be waiting for the respondent upon his or her return.

Furthermore, with respect...

5/3,K/33 (Item 1 from file: 349)
DIALOG(R)File 349:PCT FULLTEXT
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00204427

COUPON DISPENSER
DISTRIBUTEUR DE BONS

Patent Applicant/Assignee:

ACTMEDIA INC,

Inventor(s):

KRINGEL George N,

Patent and Priority Information (Country, Number, Date):

Patent: WO 9201618 A1 19920206

Application: WO 91US4477 19910624 (PCT/WO US9104477)

Priority Application: US 90906 19900720

Designated States:

(Protection type is "patent" unless otherwise stated - for applications prior to 2004)

AT AU BB BE BF BG BJ BR CA CF CG CH CI CM DE DK ES FI FR GA GB GN
GR HU

IT JP KP KR LK LU MC MG ML MR MW NL NO RO SD SE SN SU TD TG

Publication Language: English

Fulltext Word Count: 9567

Patent and Priority Information (Country, Number, Date):

Patent: ...19920206

Fulltext Availability:

Claims

Claim

... contact the screw thread of the lead screw for advance of the push plate in response to the rotation of the lead screw.

7* The coupon dispenser as claimed in claim 6 and further including:
a housing having a base, said...

...when said lead screw is rotated and retract the push plate for insertion of a coupon stack in the hopper; and
coupling means responsive to actuation of the coupon dispensing means for rotating said lead screw to advance said push plate along the stack...

...as a coupon is dispensed and disengages the lead screw from the coupling means in response to excessive pressure between the coupon stack and the coupon dispensing means as imparted ...the stack of coupons within the discharge
path to receive a leading edge of a coupon being removed from the stack;
said guide wall extending with a deflection angle towards the discharge slit such that leading edges of coupons removed...

5/3,K/34 (Item 2 from file: 349)
DIALOG(R)File 349:PCT FULLTEXT
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00180019 **Image available**

COUPON INSERTING APPARATUS AND METHOD
APPAREIL ET PROCEDE D'INSERTION DE BONS

Patent Applicant/Assignee:

WITT Carol Joyce,

Inventor(s):

KOTSIPOULOS Thomas George,

Patent and Priority Information (Country, Number, Date):

Patent: WO 9013489 A1 19901115

Application: WO 90US2501 19900504 (PCT/WO US9002501)

Priority Application: US 89860 19890508

Designated States:

(Protection type is "patent" unless otherwise stated - for applications prior to 2004)

AT AU BB BE BF BG BJ BR CF CG CH CM DE DK ES FI FR GA GB HU IT JP KP KR

LK LU MC MG ML MR MW NL NO RO SD SE SN SU TD TG

Publication Language: English

Fulltext Word Count: 9443

Patent and Priority Information (Country, Number, Date):

Patent: ...19901115

Fulltext Availability:

Claims

Claim

... a

forwardmost coupon having its trailing edge connected to the leading edge of the next coupon in said continuous web by a weakened web portion extending transversely of said web, and each successive coupon being similarly connected in said web, said apparatus comprising:
support means;
positioning roll means rotatably...

...be positioned at said predetermined location and means to actuate said feed drive means in response to said timing means and the presence of said forwardmost coupon at said sensing position and deactuating said feed drive means upon the sequential sensing of...

...a

forwardmost coupon having its trailing edge connected to the leading edge of the next coupon in said continuous web by a weakened web portion extending transversely of said web, and each successive coupon being similarly connected in said web, said apparatus comprising:
support means;
positioning roll means rotatably...be positioned at said predetermined location and
means to actuate said feed drive means in response to said timing means and the presence of said forwardmost coupon at said sensing position and deactuating said feed drive means upon the sequential sensing of...a forwardmost coupon having its trailing edge connected to the leading edge of a successive coupon by a weakened web portion extending transversely of said web, said apparatus comprising:
support means;

positioning roll means rotatably mounted
relative...

...roll and said sensing position ; and
control means to actuate said feed drive means
in response to said timing means and the presence of said
forwardmost coupon at said sensing position and
deactuating said feed drive means upon the sequential
sensing of...

...a forwardmost coupon having its
trailing edge connected to the leading edge of the next
coupon in said continuous web by a weakened web portion
extending transversely of said web, and each successive
coupon being similarly connected in said web, said method
comprising the steps of:
is providing a...along a coupon path relative
to said predetermined location;
advancing said continuous web along said coupon
path toward said predetermined location in response to
said timing signal and sensing the presence of said
forwardmost coupon at said sensing...

5/3,K/35 (Item 3 from file: 349)
DIALOG(R)File 349:PCT FULLTEXT
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00161918

PASSIVE DATA COLLECTION SYSTEM FOR MARKET RESEARCH DATA
SYSTEME PASSIF DE COLLECTE D'INFORMATIONS POUR RECHERCHE DE
MARCHES

Patent Applicant/Assignee:

INFORMATION RESOURCES INC,

Inventor(s):

MALEC John,

MOSER Joseph Peter,

THOMAS Scott Joseph,

TING Eleanor,

Patent and Priority Information (Country, Number, Date):

Patent: WO 8908298 A1 19890908

Application: WO 89US809 19890228 (PCT/WO US8900809)

Priority Application: US 88398 19880229

Designated States:

(Protection type is "patent" unless otherwise stated - for applications
prior to 2004)

AU BR DK FI JP NO

Publication Language: English

Fulltext Word Count: 25445

Patent and Priority Information (Country, Number, Date):

Patent: ...19890908

Fulltext Availability:

Detailed Description

Detailed Description

... Description NEGATIVE

ACKNOWLEDGMENT

FUNCDE 1 Function code X'461

REASON 2 Reason for the negative response,
is

as follows.

Code Description

01 coupon key is invalid for
item

17 Extended price is too large
or pricing method quantity
limit of 3 exceeded

18 Weight not...